

The Monetary Times

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OF CANADA

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TEN CENTS
\$3 PER ANNUM

THE ROYAL BANK OF CANADA

HEAD OFFICE, MONTREAL

Capital and Reserves
\$35,000,000



Total Assets
\$550,000,000

670 BRANCHES

580 in Canada and Newfoundland
90 in West Indies, Central and
South America

A complete banking service is offered to exporters,
importers, manufacturers and others wishing to
extend their business. Enquiries are solicited.

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THE ROYAL BANK OF CANADA (FRANCE)

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G. MONTEGU BLACK

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REAL ESTATE
AND INSURANCE

Valuators of Farm Land and City Property

The Canadian Appraisal Company, Limited

Full consideration must be given to the present conditions of high costs if adequate insurance is to be provided, an adverse operation of the Co-insurance Clause is to be avoided, and a satisfactory adjustment is to be assured in the event of fire.

Buildings erected only a few years ago may very possibly be worth double their original cost to-day. *This increased value is insurable and must be insured.* A bitter experience awaits the manufacturer who has not considered this necessity and who may have to rebuild after a fire.

To guess at values when insuring is obviously bad business. A leading Insurance Company states "It is a fact that 85 per cent of manufacturers do not carry enough fire insurance, as compared with their present valuations."

An Appraisal made on the basis of to-day's costs of labour and material is the only sound foundation for correct methods of insurance.

Correspondence Invited

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